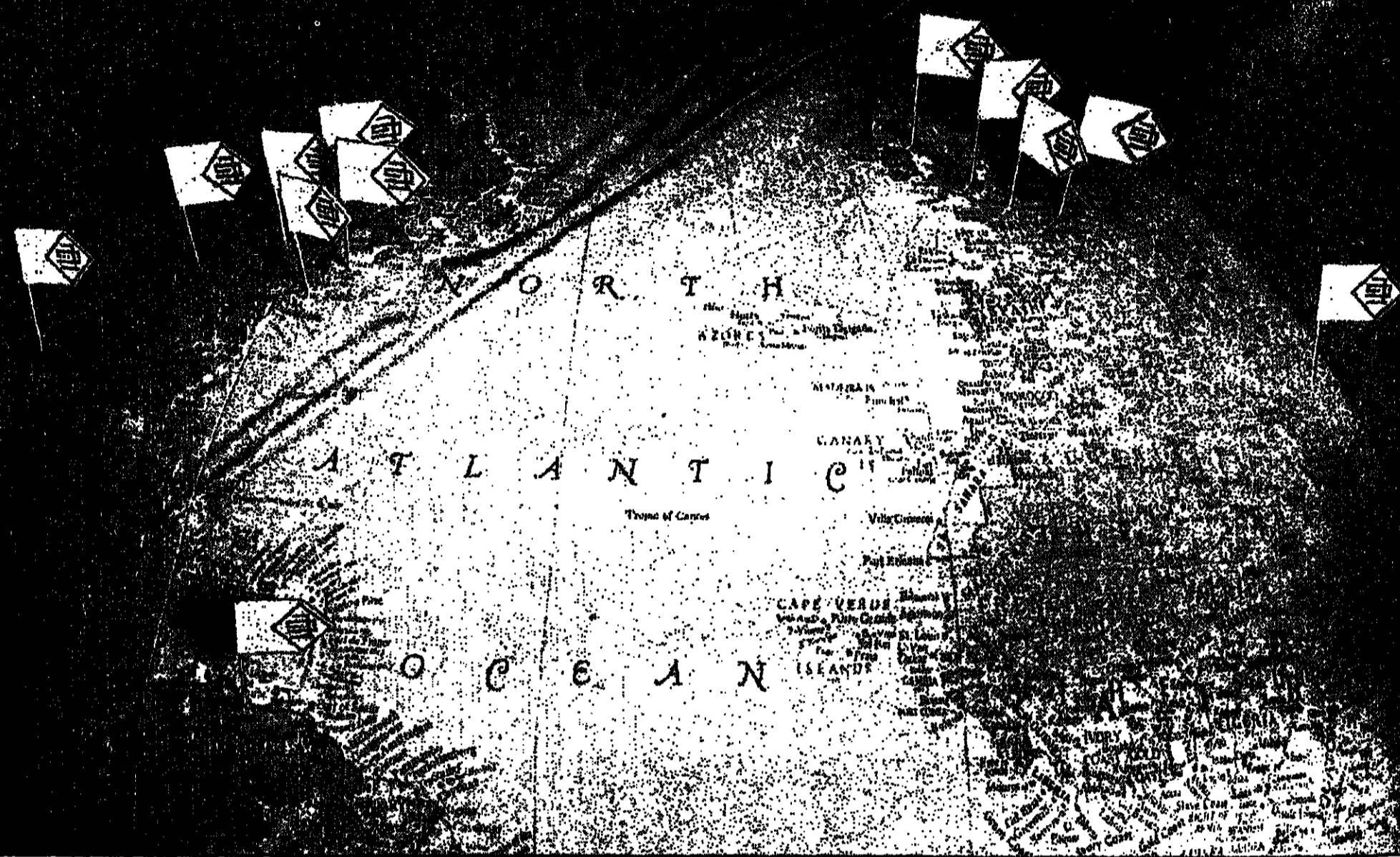


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هكذا من الأصل

THE JERUSALEM
POST
Supplement

Wednesday, June 20, 1979

Travel Abroad



ARIEL

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AIR FRANCE

Vacances

Air France Offers You its "Air France Vacances" Flights

In order to allow more people to take advantage of its flights, Air France has decided to institute The "Air France Vacances" flights at less than the ordinary rates. On these flights the passenger enjoys the reliable service of a big airline.

Destination	Return Fare*	Frequency	Ticket validity
Paris	IL9,266 during June, Sept., Oct. IL9,548 during July, August	Daily	6 days to month
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* As per exchange rate on May 20, 1979.

ISRAEL SUMMER TIMETABLE

Validity June 1st - Nov. 30th 1979
From Sep. 30th one hour earlier in France.

TO EUROPE		שבת	שני	דו	רביעי	חמישי	שבת
FLIGHT No.	AIRCRAFT CLASS	AF 137	AF 137	AF 133	AF 137	AF 137	AF 133
TEL AVIV	NICE	18.06	18.40	17.20	18.40	18.40	17.20
							21.15
							22.00
				21.40			21.40
				22.20			22.20
		22.55	23.30	23.20	23.30	23.30	23.25
							23.20
FROM EUROPE		שבת	שני	דו	רביעי	חמישי	שבת
FLIGHT No.	AIRCRAFT CLASS	AF 138	AF 132	AF 138	AF 130	AF 132	AF 138
PARIS	LYONS	12.00	11.15	11.15	11.15	11.15	11.15
			12.20				12.20
			13.10				13.10
				12.40			12.40
				13.30			13.30
		18.20	18.55	18.35	18.55	18.55	18.35

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Rates do not include:
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Price valid until December 31, 1979.



THE EXODUS is all set to begin. Of the estimated 300,000 Israelis who will be travelling abroad on their holidays this year, there are doubtless many thousands who are going away from Israel for the first time. Excitement always runs high at the thought of international travel, but for the first-time traveller, especially, there are many problems to overcome. All the initial matters having been taken care of - destination, group, or individual travel, duration of stay and, of course, budget, the next stage to be tackled is how to pack, what to pack and acquiring the suitable items required.

One has to travel light - that's the golden rule. Baggage allowance on all airlines is limited to just 20 kilos. It's not a great deal, but with careful selection of clothing, one can manage. First, a last minute check generally reveals that either there are not sufficient travel bags, or they are not suitable. So, a quick tour of the stores to seek suitcases.

That's when one gets the first shock... a good suitcase costs at least IL1,000 and there are no real bargains. If they are cheap, they are usually no good and at the first tug of war among porters unloading at the airport, the handles will come off, usually with part of the bag.

It's a good idea to check how the handles are attached. Among the best locally made bags are those made by Leeds. They also are superior to many made abroad. Most people seem to have shoulder-slung bags. If not, the travellers would do well to acquire one. They are useful for documents, towel, camera and some food reserves, especially for day tours.

Once the bags are acquired, the next step is to start packing them. Taking into consideration all the time that the limit per person is 20 kilos. Travel wear has to be selected with the greatest care and much depends on the countries to be visited. Most are cooler and more formal than Israel.

There is usually no time for laundries so experienced travellers acquire items of clothing that are non-crease and non-iron and underwear and shirts that can be washed in the hotel wash basin. For the juniors, jeans are the

Travel headaches

Baruch Saville

ideal travel combination. It doesn't matter if they are not so clean and they can be worn for quite a long spell without being washed. For the adult male, travel in summer means that all one requires other than the slacks being worn, is another pair of trousers and a jacket and tie, in case of a visit to more expensive eating places or theatres are part of the holiday plans.

Shirts of course should be of the non-iron variety and not too light in colour, three of such shirts should be ample. Then one needs underwear - three sets, or two, for the very careful, a few pairs of socks and some handkerchiefs.

The ladies surely want to take along a dress suitable for evenings and again this should be of non-iron material as cleaning is a costly business and there's usually no time. The weather can turn coldish, so a sweater should

be included and it is a good idea to pack, or acquire at the first opportunity, a lightweight plastic rain-coat. The weather also calls for sturdy footwear and the children certainly need solid shoes rather than tennis shoes. Most travellers acquire an umbrella. A folding one is the most practical, but it should be of good quality and purchased at a reputable store.

When packing, there's always one good rule to observe, never over, put anything breakable, or valuable, in a suitcase that goes in the baggage hold. Bottles of any sort should always go in the sidebag and even then be well packed to avoid breakage. Of course few can resist the temptation of buying, so leave some

space for the things you'll be bringing back. There are actually few bargains in most countries of Europe, although the visitor to London will still find something no doubt, at Marks and Spencer. If it's in the clothing line, more than likely it will have come from Israel!

If you wish to enjoy your holiday, don't compare prices with what they may have cost at home - inflation is rife everywhere, heat is to buy only what one is really short of and then most carefully purchased. Once on foreign soil, a great deal depends on how one travels - as individuals or in groups. When in a hotel, all forms of money and valuables should be left in the hotel safe deposit. When walking, handbags should always be carried on the inside, not on the roadside of the pavement. Bag-snatching from speedy motor-

bikes is quite a sport in many European countries. Some nimble thieves even stick their hands in cars at traffic lights and attempt to snatch handbags.

Money, travellers checks, credit cards etc. should all be carried in the inside pockets, never in the back pocket of trousers. A good idea is to sew a zipper onto the inner pocket of the jacket. Nothing can then fall out or be stolen, unless the jacket goes as well.

Travellers checks are the easiest means of carrying money but all the numbers should be written down and kept in another pocket, or wallet. It's useful to have some ready money of every country to be visited. Sometimes the banks are closed and money may be required for a meal or a taxi, or even the restrooms.

Bating can be a problem if cost has to be considered. Restaurants can be expensive and the waiters sometimes are not too conversant with Hebrew or English. Supermarkets often have special lunch containers with such items as grilled chicken and salad. The usual standby of cheese with fruit is good for light snacks during the day.

The cost of fruit in most countries of continental Europe can be somewhat staggering and even the best of bread or rolls hardly compare in quality with our own. A good idea is to acquire a guide book and a map of the town or the area and to jot down the places to visit, or visited. Also advisable is to get a card from the desk clerk of your hotel, just in case you forget and find yourself lost.

In most towns of any size or importance, there are tourist information centres where daily programmes of events can usually be acquired. Watch your bags at all times, especially at rail stations or busy bus depots. One member of the family should be detailed to this specific job at all times. If you are travelling individually, remember to make your return flight booking at least 72 hours prior to intended departure date. There are probably many more hints and tips that could be useful, especially for those on their first trip abroad... never mind, experience is the best teacher... you'll be better equipped on your next vacation!



Roving Ambassadors

Many of those going abroad will be doing so for the first time. For them, not only the language may be strange but also the customs and habits of the people. They should remember that in many countries it is customary to be polite, especially when asking for information or assistance. Most people are helpful but some are apt to get angry at the absence of simple good manners. A simple "please" or "thank you" certainly helps at all times.

For those who have long forgotten that smoking is forbidden in certain places, it should be noted that in some European countries smoking is strictly forbidden in any public place, in theatres, or even government offices. "For bidden" in these countries means exactly that.

In Austria or Switzerland, for example, a piece of paper, or a cigarette butt, or a match,

thrown down on the street or sidewalk can invite a fine. In the Vienna Opera House, or in fact any of the theatres there, one would be asked to leave the hall if caught smoking.

Complaints on the behaviour of Israelis in such countries as Rhodes are on the rise and the theft of "souvenirs" which belong to hotels has gone too far. Taking of towels has become commonplace, in some cases guests even steal part of the furnishings.

One unthinking act, a useless dispute, talking above the normal tone of voice, or even walking out of a restaurant following a well-served meal, without leaving a tip, gives cause for disrepute. One does not have to give the helpful waiter a tip, but it is customary. Every Israeli abroad is in effect a roving ambassador and good behaviour contributes to Israel's reputation.

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Europe on a shoestring

Greer Fay Cashman

NOW THAT Israelis have greater access to charter flights, presumably more and more of us will be travelling abroad. Of course, a charter flight isn't everybody's cup of tea. Departure dates, other time factors and places of destination may not fit in with the plans of the individual traveller.

Even when they do, there are certain financial considerations to determine whether or not they are worthwhile. As a rule, any kind of cheap flight has to be paid for in advance, and in some cases, cancellation of a booking means forfeiting a portion of the money paid for the ticket. Several airline companies operate a Travel Now Pay Later scheme, which is slightly more expensive than the cost of a regular ticket, but this is a good deal considering that one only has to make a small initial payment and the rest of the ticket can be paid for in monthly instalments.

When planning your trip, remember that your travel agent is there to serve your interests. Never accept a first suggestion or price estimate at face value. If, for instance, you want to visit several European countries, and you are not particular about which country you see first or last, your travel agent can plot a route which may reduce the cost of your ticket by as much as 25 per cent. It means that you may have to sit in the agent's office for the best part of two hours while all the possibilities are being worked out, but the end result will be worth it.

European tickets can save you a lot of money when you're travelling through Europe, but if you're planning to spend a considerable time on trains, make sure that you travel light. Being burdened by too much luggage may mean additional expenditure on taxis and porters.

If you reject the idea of trains, but you are the type whose luggage contains almost everything but the kitchen sink, it is usually cheaper to send unaccompanied luggage to your point of destination than to pay for overweight. Sending unaccompanied luggage is a particularly useful procedure if you know in advance that there will be changes in climate during various stages of your trip. Just send the suitable clothes to the destination of climatic change, and you'll be free of the burden of toting them around en route. A wise investment is a portable, collapsible trolley which you are permitted to carry in your hand luggage. Trolleys are not readily available in all airports, and in some places, you can't get a trolley without a porter, who will demand a tip for his trouble.

If you're staying in any one place for only a few days, you certainly don't need to take all your luggage to your hotel. In Greece you have no option, because there are no lockers or storage areas at the airport, but in most other places you can store luggage at the airport for a very nominal fee, and this allows you to move around more freely.

When leaving the airport, find out whether there is any form of public transport other than the airport bus. At London's Heathrow Airport for instance, there is an underground subway train which takes you from the airport to the heart of the city and beyond. There's a marvellous system in London whereby you can purchase a ticket which is valid for a few days, a few weeks or a few months for use on all trains and

point of an elbow in my ribs, and a raucous female voice addressed me in strident tone: "Ere, watcha think you're doin' on my boat?" Red Light districts are frequently in the vicinity of railway stations. Even when they're not, hotels near railway stations are usually less expensive than others.

When it comes to food and drink, it is of course much cheaper to buy provisions in the market than to eat in restaurants. It's a good idea to include one of those small electric plungers and a small can of instant food in your luggage. If you're an avid coffee drinker, you'd be amazed how much of your travel budget is spent in coffee shops. Take a glass as well, in case you stay in a hotel without a private bathroom.

Once you've settled into a hotel and disposed of your luggage, the first thing you should acquire is a detailed street map. More often than not, you can get these gratis from the hotel receptionist or from a tourist information bureau. Circle the street in which your hotel is located, and then try to work out for yourself how to get to various tourist sites. You may be surprised to discover how many there are within close walking distance. Using different coloured pens, trace the routes you want to take from your hotel to the different sites. Try memorizing the street names so that you won't have to keep unfolding your map wherever you're going. If you're worried about missing out on the guided tour by doing your own thing, don't let it bother you. If you're going to any of the sites to which tour groups are taken, you can easily find a group which is being addressed in a language which you understand. All you have to do is position yourself within hearing distance, and you get the same information as is being relayed to everyone else, with the exception that they paid for the pleasure and you didn't.



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Anyone who's been on a half-day guided tour knows that the blurb on the travel brochure often promises more than it lives up to. Tour participants alight at only one or two major sites, and the guide points out the remaining attractions from the bus window. You don't need to deplete yourself of much needed cash in order to catch a glimpse of a museum or the Houses of Parliament as the bus whizzes by. If you're travelling by yourself, the only worthwhile guided tours are the night tours which enable you to visit a theatre and/or night clubs in the company of other people. Before you book yourself on to one of these tours, try to find out which night clubs are being visited and whether they cater strictly to tourists or whether they are also frequented by the local population. The latter will afford you a much better sense of local atmosphere.

The most important thing to remember if you want to enjoy a low-cost vacation is to be pleasant to the hotel staff. A friendly greeting, a smile, and refraining from complaints works wonders in securing co-operation. Staff in a small, inexpensive hotel tend to give more personal service than those working in larger and busier hotels. If you tell them that you're travelling on a budget, without belabouring the point, they'll go out of their way to keep you within your limits, and will show you aspects of their countries that your tourist agent never heard of.

HEBREW GUIDES

Yitzhak Oked

AS OUR Dry Bones would say, you have been a long time in Israel if you need to read an Israeli travel guide before taking a trip to the States.

The truth is, if you are an English speaker married to an Israeli or an olah from another country, these Hebrew travelogues could be a good idea.

In Israel, there are several travel guides to America. The two leading ones though are Varda Yahel's "Madrach Letayar Hayisraeli Beartsot Habrit UbeKanada," and Menahem Portugali and Moshe Shalev's "Madrach Poraz Leamerika." Yahel's book has 384 pages and includes a wealth of material on the tourist sights in the United States and Canada. The book's strong point is the tips it gives to the Israeli tourist.

How to use the phone: Station-to-station; person-to person; or collect. What the letters on the telephone dial mean.

Yahel has also a small lexicon for the Israeli who learned British English on how to say things in America: Gas instead of petrol; mail instead of post; drug store in-

stead of chemist; line instead of queue; sidewalk instead of pavement.

Yahel also explains to her readers that if you "have to go" in America, there are nearly a dozen ways the American's call "that place": Toilet, Rest Room, Comfort Station, Mens Room and Ladies Room.

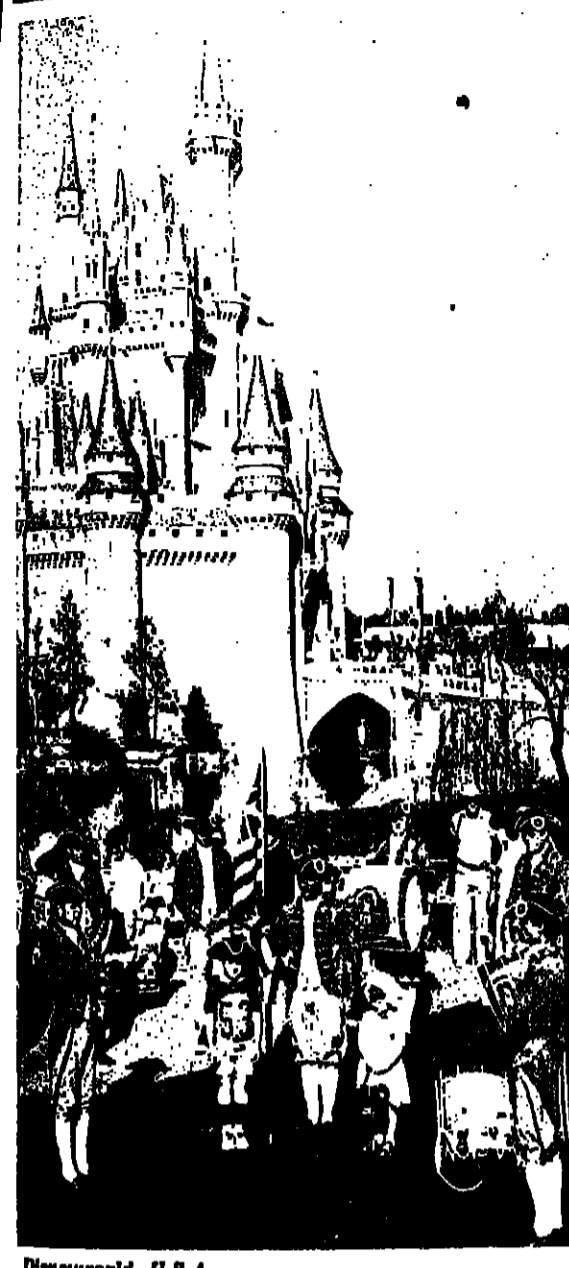
Explaining to the Israeli reader, she says that these rest rooms can be found everywhere, in service stations, bus stations, all the restaurants, parks, museums.

THE PORAZ travelogue has 607 pages and only covers the United States. In addition to the material it has on the tourist sights of the United States it is slanted for the businessman. But since a businessman must also mix some pleasure with his business, this guide gives him for example, some tips on how to gamble if you are not a professional gambler. In Nevada, they say, don't play baccarat or backgammon (sheshbesh) unless you are a professional. Instead they advice trying roulette or black jack.

The book is also full of addresses and phone numbers that can help the businessman, such as chambers of commerce. □



Skating with Goofy

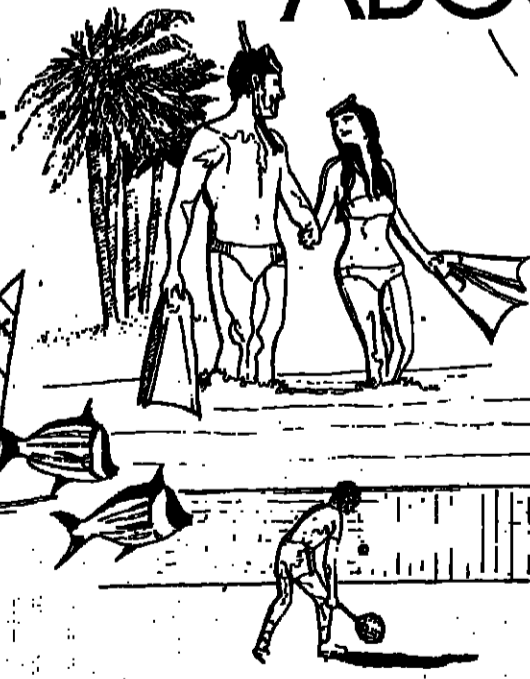


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THE SEYCHELLES are but small dots set in the vastness of the Indian Ocean, roughly 1,700 kilometres off the east coast of Africa.

HIDDEN PARADISE

Shady palms and sandy beaches.

In the few years since they were "discovered," the islands have captured the imagination of the travellers seeking the exotic tourist destination. About two hours flight time from Nairobi, Kenya, the Seychelles total 90 islands, some uninhabited.

Of a population of less than 100,000, about 90 per cent live on Mahe, the largest island. The capital, Victoria, is claimed, is the smallest seat of government in the world, with a population of around 15,000. It is named after Queen Victoria.

Tourism is the major industry of the Seychelles. Although the government is most cautious about development in order not to spoil the very attractions that brought prosperity, Sheraton and two other hotel chains have received approval to construct hotels.

What mainly attracts is the complete sophistication, glorious sandy beaches with shady palms, exotic fruits and absolutely no pollution.

Mahe, the main island, has the hotels, such as the luxury Mahe Beach and Neauvalon Bay. In all, there are only 2,500 hotel beds in all the Seychelles. In 1977 the islands hosted some 55,000 visitors.

For those seeking more isolation there is Bird Island where chalets, set amid coconut palms along the sandy beach, are the standard accommodation. Apart from the many birds, giant tortoises and friendly animals, nobody actually lives on Bird Island other than the visitor. It

has no real shops, little or no traffic, at the best, a handful of ox-carts!

Island-hopping is a popular pastime with visitors and regular air taxi services and a government owned ferry connect the main islands. Other noted islands are Praslin, La Digue, Fraguahar, Desroches, Denis and Silhouette.

The tiny island of Cahauve Souris, with its new tree house can be rented (well in advance) for around USD 400 a day — complete with cooks and servants.

The first map showing the Seychelles was published in 1501, while the first recorded landings, from the British ships Ascension and Good Hope, were made in 1699. For more than 130 years, the

islands were mainly used as a base for pirates and the islanders still try to "sell" tourists maps where treasure troves are said to be hidden.

By jet plane, the flight from Nairobi to Mahe takes about two hours. The official language is English with French widely spoken. From November to April the climate is ideal with average temperatures of 27°C recorded.

Game fishing is very popular with tourists with king fish, and yellow fin the best catches. There are also coral cruises in glass bottom boats, excursions to the sanctuary on Bird Island and to the Seychelles Marine National Park, Moyenne, the most beautiful of the necklet of small islands which encircle the Bay of Victoria.

VIP Tours of Tel Aviv have been quick to take advantage of promoting limited travel to the Seychelles. Sales Manager Glynn Bowden knows the islands like the back of his hand having been sales manager of the Mahe Beach hotel

and consultant to the Seychelles Government Tourist Office.

Already being marketed by VIP Tours are ten day inclusive tours to the Seychelles, set to commence in November. The package includes return flight by El Al to Nairobi, where there is a two night stay including a safari.

The two hour flight from Nairobi to Mahe is either by Kenya Airways or British Airways.

"The Seychelles" said Bowden, "is perhaps not everybody's cup of tea, but it is a veritable haven for those who seek the unusual and enjoy a simple restful vacation amid delightful surroundings."

Being new to the Israeli, the Seychelles have apparently captured the imagination of the travelling public seeking new destinations. "It's a question of first come, first served," explained Bowden, who added that only the limited accommodation keeps the tourist flood away from the Seychelles. □

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	Zwettlbrücken					
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Cairo-Tel Aviv express

Hyam Correy learns about the first Israel-Egypt package tours leaving from England.

THE FIRST-EVER Israel-Egypt holidays are to begin from here this winter. Subject to the approval of the governments concerned, Cosmos, the second largest United Kingdom tour operator, will launch its programme of 15-day Israel-Egypt-Israel holidays on October 18. Weekly flights from London (Luton Airport) and Manchester will continue until the end of April 1980.

The announcement of the scheme, which will cost £237 for bed and breakfast, was made by Sidney Silver, managing director of Cosmos, at a lunch which was also attended by the directors of the Government Tourist Offices in London of Egypt and Israel, Fouad El-Lelthy and Haim Klein respectively. It was the first official meeting between the two, who exchanged friendly handshakes.

All holiday-makers going on this tour will arrive at and depart from Ben-Gurion Airport on Monarch Boeing 720 jets. They will spend the first part of the holiday in Israel (either Tel Aviv or Netanya) and the second part in Egypt (Cairo and Luxor). They will return to Israel before flying home. In the absence of the present of regular air links between Israel and Egypt coaches will be used to ferry the passengers back and forth.

Cosmos, who also handle many American tourists to Britain, are hoping to attract U.S. tourists to this unique Egypt-Israel package. The company is also offering in its winter programme separate holidays to Israel and Egypt. Last winter, Cosmos included Israel in its programme for the first time. Spurred on by its success, it has stepped up the capacity for the coming winter to 10,000 (though some will be sub-allocated to various travel agents active in the Jewish holiday market). In addition, Cosmos will include Israel in its summer programme for 1980 — the first time that the Jewish state will have appeared in its summer plans.

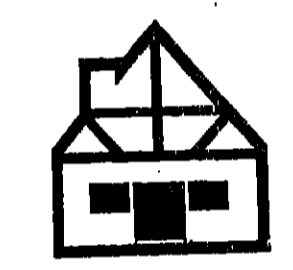
COSMOS WERE introduced into the Israel holiday market by the London office of the Israel Government Tourist Office. Its director, Haim Klein, is naturally pleased at the continued and increased interest of this big operator in the Israel market. He has other things to be pleased about, too. He says that UK travel to Israel continues to boom and for the second year in succession, the UK rate of increase of air traffic is higher than from any other country.

Last year, the increase was 82 per cent. In the first four months of this year, there has been a further increase of 38 per cent. In April alone, the improvement over the previous April (which was itself an all-time record) was an amazing 55 per cent.

Klein also pointed out that in the first quarter (January to March) of 1979, the UK became the major European source of traffic to Israel in absolute terms, overtaking Germany and France, which previously held the lead. The 26,200 British tourists to Israel in April compared with just under 20,000 from Germany and 21,000 from France. There was also a significant increase in traffic from the Irish Republic, which comes under the orbit of the IGT's London office. □



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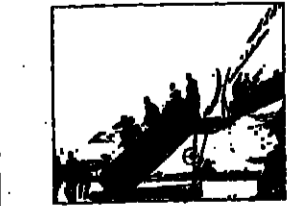
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Organize your own overseas tour — in Israel

Among the auxiliary services El Al is now providing its passengers, are arrangements with well known companies throughout the world which provide a range of services for tourists. These include facilities provided by Greyhound, a fleet of luxury buses in the U.S.A., as well as hotel accommodation in the U.S.A. and Europe, and the Fly — Drive scheme, a facility operated jointly with the Avis car hire company.

The number of Israelis travelling abroad is growing from year to year. Plane travel is the preferred mode of transport and Israelis, by and large, choose to fly El Al with its large selection of flights and travel programmes.

Europe, the U.S. and Canada are no longer "far away places." The average Israeli has travelled abroad more than once and many are now planning their next pleasure or business trip. The overwhelming majority continues to opt for a speedy, efficient and comfortable method of travel; and having decided on air travel, Israelis prefer going El Al — including the direct Jumbo night flight to New York. Everyone will tell you that with El Al you feel you "belong." Hebrew is spoken at all El Al Airport branches, and it is a wonderful feeling to hear Hebrew spoken far away from home. El Al has invested a great deal in resources and effort in offering courteous and efficient service, and in providing for the traveller's well-being. On the face of it, the task of an airline is restricted to providing efficient and safe air services. In fact, El Al is continually seeking ways to make things easier for its passengers. This is why El Al has arranged with several service firms catering to tourists to provide their services from the moment you alight from the plane. Of course, first you will have made your touring plans while still in Israel through your travel agent.

There are three categories of hotel: 1. Standard Category (\$26.50/night for a double room). These hotels provide good tourist standard services. Every room has a private bath or shower and conveniences; they are situated in central locations, most have restaurants and some have swimming pools.

2. Modern Category (\$39/night for a double room). These hotels offer first class service at moderate prices; rooms with bath, shower and conveniences — most have a restaurant, swimming pool and night club.

3. Superior First Class (\$47/night for a double room). These are the finest hotels, offering the highest American standards of service and convenience. They are situated in prestigious locations. Any hotel in the scheme will provide an El Al passenger with a room. All the passenger has to do is show his 'Hotel Check' slip and arrive by 6 p.m.

Fly — Drive El Al/Avis

The most popular way to see the world today is in a hired car. Touring in a hired car is very convenient. You save the cost of taxis, transporting suitcases, etc. Aware of these advantages, El Al now has an agreement with Avis, considered the world's leading car hire firm. Avis has many branches at the world's airports, and when you fly into the airport your car will be waiting for you, equipped with maps and information on the areas worth visiting. Through this scheme, you can reserve the type of vehicle best suited to your trip — business, vacation, or a combination of the two. In our opinion, there is no more convenient, pleasant or faster way to go than to hire a car and to combine business and pleasure in one trip.

One of the outstanding advantages offered by Avis is the possibility of

hiring a car in one place, and returning it in another, to suit your itinerary.

1979 Europe Hotel Guide

El Al has concluded a special agreement with hotels in Europe and South Africa. Accordingly, Israeli tourists are assured of hotel accommodation provided reservations are made 72 hours in advance.

"Greyhound" — Luxury Coach Tours in the U.S.

The tourist wishing to see America while sitting comfortably in a tourist bus, without the effort of

driving, reading maps, and signposts, particularly the Israeli tourist with his modest number of dollars, can do no better than accept the Greyhound Company's offer of tours to all destinations and on all budgets.

"Ameripass" is one of the most popular schemes run by Greyhound. It provides you with an unrestricted travel ticket for the U.S. and Canada on Greyhound bus lines (no accommodation provided). Nothing is more economical. These tickets are particularly recommended for tourists who prefer to plan their own itinerary. A big advantage is independence of the need to be at certain places at certain times. Ameripass tickets can be bought for a week, a fortnight, a month or two months; prices start at \$99.50/week. Greyhound also offers a scheme called "Uaabus." These are tours called "Uaabus." These are tours booked in advance; they are based on travel on scheduled, interurban Greyhound services, and include accommodation at hotels, and guided tours of places of interest.

Some of the most popular tours are those to the American national parks. These Greyhound tours start

from towns near some of the world's most spectacular nature reserves. Greyhound provides guides, accommodation and food.

Greyhound's "Escorted Tours" are recommended to tourists seeking maximum convenience in an organized tour led by an English or German speaking guide. Everything is taken care of by experts — the tourist is relieved of all arrangements and worry. Greyhound has planned a package deal for tourists interested in visiting the big cities of the U.S., Canada and Mexico. Accommodation and guided tours of the cities are provided. Greyhound also offers a family tour to Disney World.

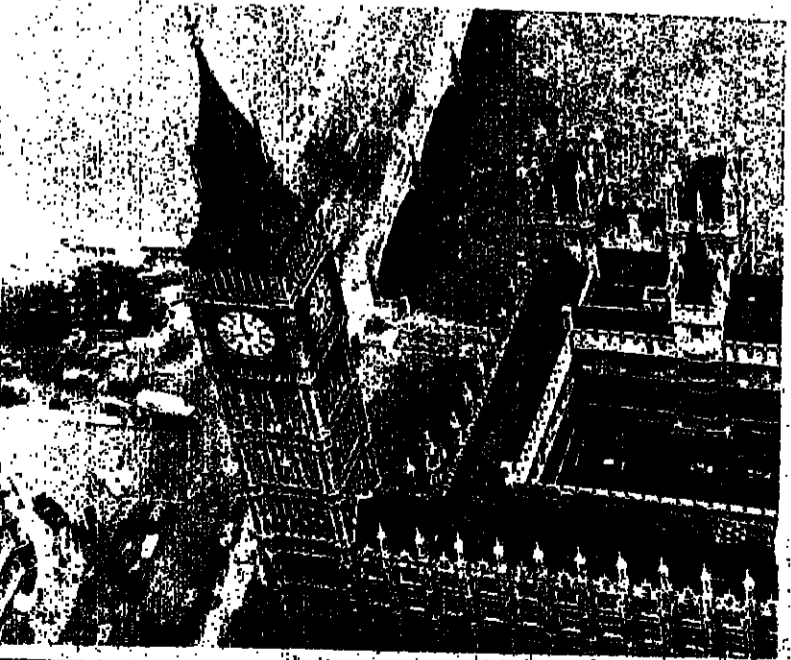
Greyhound tours include a selection which start at the airport, take you to your hotel, and cover entrance to sites visited. This is a convenient way to see the main attractions of a district. Some of these tours include a visit to Cape Kennedy and Seaworld.

Greyhound gives you a 50% discount for children up to age 12. Additional details are available from your travel agent.

1979 U.S. Hotel Guide

HOTEL CHECK

Nothing is more nerve-racking than to reach a foreign city, tired and loaded down with baggage and wanting a quick bath before getting into bed, only to find you have nowhere to stay. So you begin the mad dash from one hotel to the next, wasting time and money on taxis. Your day is ruined. To avoid this annoying experience, El Al has prepared a scheme that ensures the Israeli tourist in the U.S. accommodation at hotels booked in the main tourist centres across the States. There is no need to book, and the prices are reasonable.



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EL AL



Close at hand

TOURISM TO EGYPT is a fact established by the passage of the motor yacht Gabriella from Tel Aviv to Port Said with twenty tourists.

Direct travel by air, and even land, is yet to be accomplished, and may still take some time, but the sea route may well become more popular than originally visualized. Although the Gabriella only carried one tourist travelling solely on an Israeli passport, Egypt has announced that Israeli tourists will be allowed to visit freely within a few weeks, subject to the normal rules and regulations, applicable to any other visitor.

The voyage of the Gabriella was planned weeks ahead by VIP Travel of Tel Aviv, working in close cooperation with its Egyptian associate company, Emeco Travel of Cairo. The warm welcome and assistance given by the Egyptian officials to the first tourist group to arrive from Israel, augers well for the groups that will follow.

Elhamy El Zayat, President of Emeco, nevertheless confessed that he was more than just a little concerned as to how the first Israeli tourist group would fare. As a participant, this reporter can confirm that from every aspect, it was an overwhelming success. Now the "experiment" is over, reality has to be faced. Thousands of Israelis are excited at the thought of visiting the land of the Pharaohs. Most will have to be satisfied with short excursions by air or land.

Whichever way, tourism to Egypt is sure to boom. However, in the initial stages, it must certainly be on some kind of selective basis. To smooth the way, Sha'el, the

travel sector of the Israel Travel and Tourist Agents Association, has been selected to coordinate and handle all requests for visas to Egypt. If air and land travel arrangements are not speedily forthcoming, Walter Arbib, Managing Director of V.I.P. Travel of Tel Aviv, who organized the voyage of the Gabriella, is already negotiating the possible charter of a hydrofoil which would cover the journey to Port Said in about 7 hours.

Egypt is naturally keen to speedily build up tourism with Israel, but things cannot move ahead at too fast a pace. There are numerous drawbacks that may hold back any mass tourism invasion from Israel to Egypt.

The country has long been geared to a specific type of tourism, more on the luxury level than the "popular" group type. Most of the hotels currently being built, or recently completed, are in the luxury category, not exactly suited for Israeli tourists. The Hiltons, the Sheraton, the Meridien, and the still unfinished Holiday Inn and Marriott, are all in this category. They were planned long before Israeli tourism was visualized, or even dreamed of.

Adel Taher, far-seeing First Secretary of State for Egypt Tourism Promotion, says that his country is making every effort to welcome the tourist. His target is a most ambitious one and includes raising the standards and qualifications of all employees in the travel industry through intensive courses and on-the-job training.

For Egypt, tourism is one of its most important sources of national income. By 1980, some three million or more tourists are expected to visit the country. By that time, over 60,000 hotel beds

Baruch Saville

should be available for tourists. The opening of the Jolie Ville, a second category bungalow type hotel, in the shade of the Pyramids of Giza, has created much interest. Managed by Movenpick, the well-known Swiss hotel company, the Jolie Ville is seen as the ideal for the general Israeli tourist. Already it has become the most sought after by the Israeli and other press visitors. The Jolie Ville is exceptionally well cared for by its manager Edoardo Crivelli, and his deputy Hans Peter Durr, both with worldwide hotel experience.

This type of hotel has an informal atmosphere, with residents lounging around the large pool, and a cafe and restaurant ready to serve at all times. The employees at the Jolie Ville do not pester the guest for "bucksheesh"... they generally earn tips by their excellent service.

Egyptian regulations require that visitors exchange \$150 on entry. (This requirement was relaxed for the travellers on the Gabriella, another indication of how the officials tried to please and be friendly!)

One way of spending it is in the market and the first tourism link seemingly brought out "hidden" Jews who greeted the tourists of the Gabriella in the Mousky Sukh with Hebrew words. In the Jewish old quarter of Cairo there is the Ben Ezra synagogue established about 1,000 years ago. The ancient synagogue is a tourist attraction for both Jews and non-Jews alike. Adjacent, is the spot "where the holy Christian family found shelter" and along the riverside, where "Moses was found in the

bullrushes." Cairo's biggest tourism attractions are the Giza Pyramids and the Sphinx, just a few minutes drive from the Jolie Ville hotel and the famous Mena House. The more enterprising tourist soon discovers that Egypt boasts over 70 pyramids in all; however, those at Giza are the most famous.

Just a few minutes drive from the Giza pyramids is one of Egypt's most fascinating tourist entertainment centres, Sahara City. Here one can spend a full night's enjoyment watching the best of young belly dancers, jugglers, acrobats, while enjoying selective foods in the huge tent. Casinos abound in Cairo but these are only for the big spenders — and losers!

The Egyptian Museum, although rather neglected in recent years, houses the country's best treasures. Mosques are a natural attraction, especially the Mohammed Ali Mosque.

For the returning members of HM Forces who served in Egypt, a walk down Saliman Pasha St. brings one to the famous Groppli's, the most popular seller of ice cream in those days. Nearby, in Adly Pasha St. is the newer synagogue which housed the Jewish Soldiers Club. But many landmarks are gone, such as the YMCA club and restaurant, in Soliman Pasha St., where Prina Salzman entertained the Allied forces with her fine piano playing.

Of course Cairo is not all of Egypt. Apart from Alexandria there is Upper Egypt — Luxor, Aswan and Abu Simbel. However, most Israeli visitors will not travel that far afield and for their first visit will be contented with Cairo and its immediate environs.

For the "pioneers" who will travel in the first groups to Egypt,

there are many rules to be adhered to. First and foremost, the Egyptians make everyone welcome, but, from a tipping point of view, the general tourism sector will doubtless continue to prefer the visitors from North America who give the biggest tips.

Taxi fares are somewhat lower than in Israel, but this is individual, according to the route taken. Buses, generally, are not for the average tourist taking much longer and generally overcrowded. All the international car rental firms are represented but few tourists would risk driving in Cairo's teeming streets.

The gates to Egypt have been opened and tourism to that country will grow to astounding proportions. It has already been estimated that once official difficulties are ended, about 100,000 Israelis will visit Egypt, in one year!

While the man in the Cairo streets is not really concerned, the shop keepers are already beaming in anticipation of increased tourism trade.

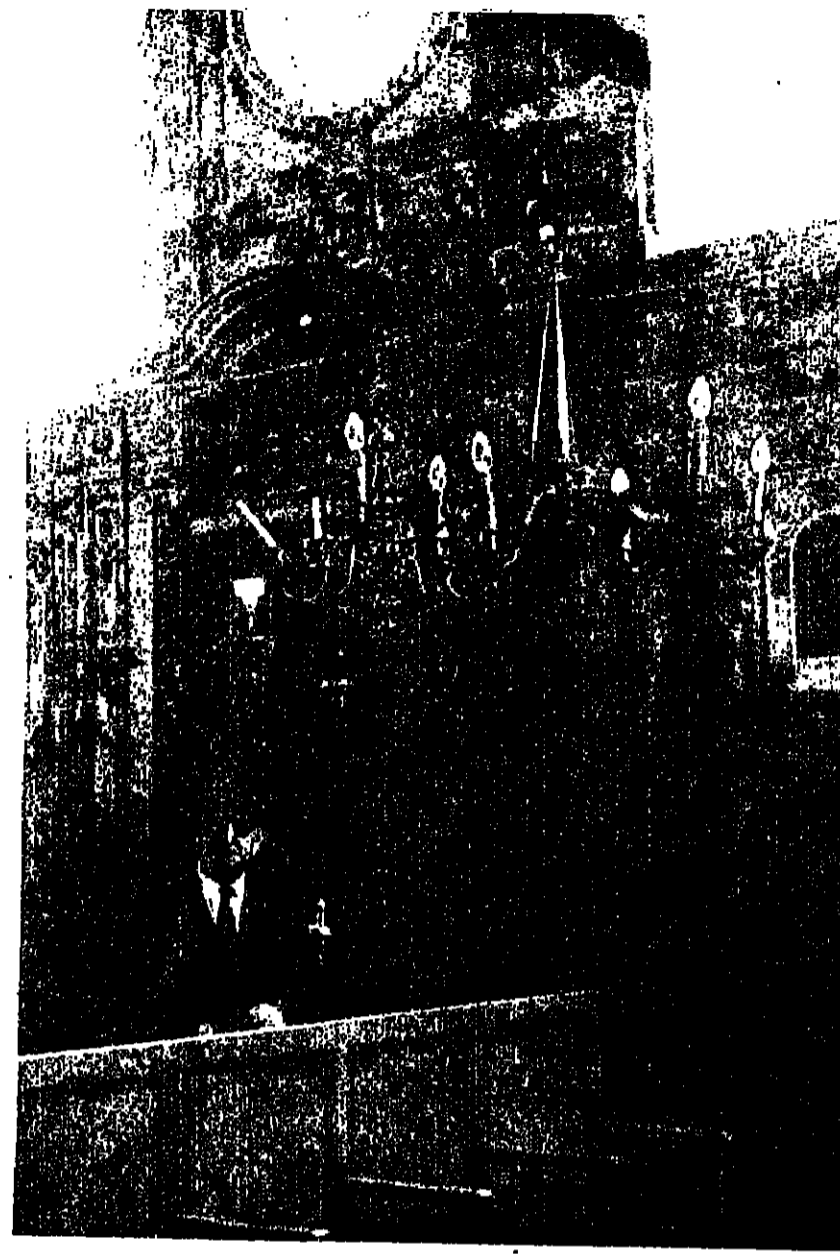
Meanwhile, the Egyptian tourism officials and Israeli government officials are a little worried. But they hope visiting Israelis will be on their best behaviour, and act as ambassadors of good will.

The average Egyptian is likeable, friendly and warm, but a wrong word, even an imagined wrong word, could ruin all the hard work of the pioneers, Elhamy El Zayat, of Emeco Cairo, and Walter Arbib, of V.I.P. Travel, Tel Aviv, who together laid the foundations of new Israel-Egypt tourism through their untiring efforts and their most friendly relations with the Egyptian travel and other authorities. □

سكزا من الأصل

Baroque Jewry

Every Israeli visitor to Europe is familiar with the many fine cathedrals displaying the masterpieces of European architecture and art, but few are aware that some synagogues are also fine examples of the history of art. The Baroque synagogue of Carpentras, France, is the oldest Jewish house of worship in the country. Tucked away in Provence, about 25 kilometres from Avignon, it still holds services, thanks to the influx of Jews from North Africa. Its furnishings include dozens of oil lamps, some hundreds of years old, and a Louis XIV 'seat of Abraham.'



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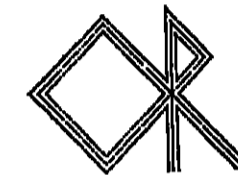
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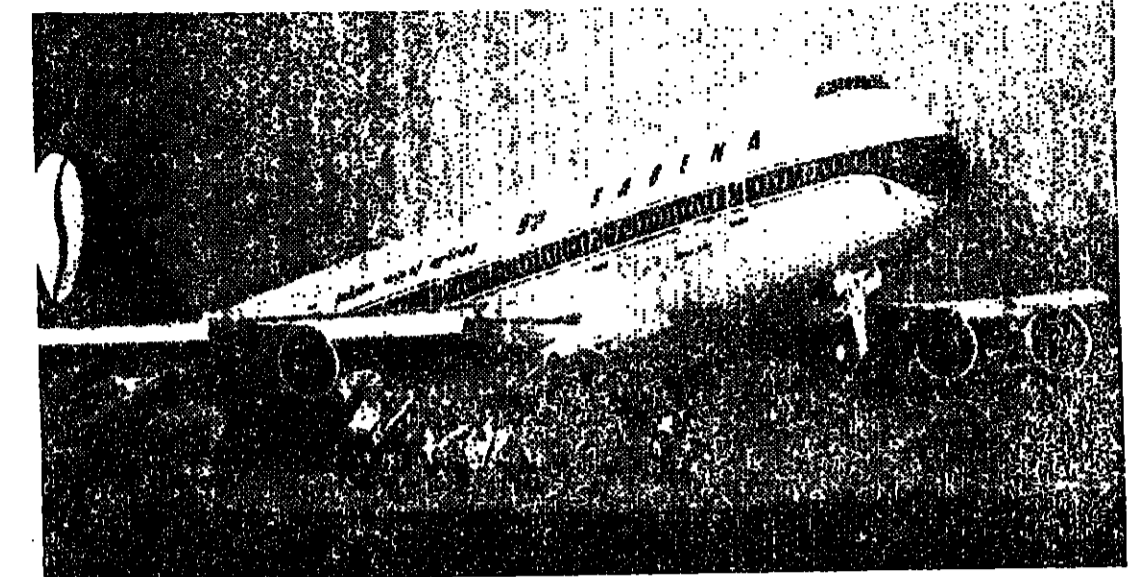
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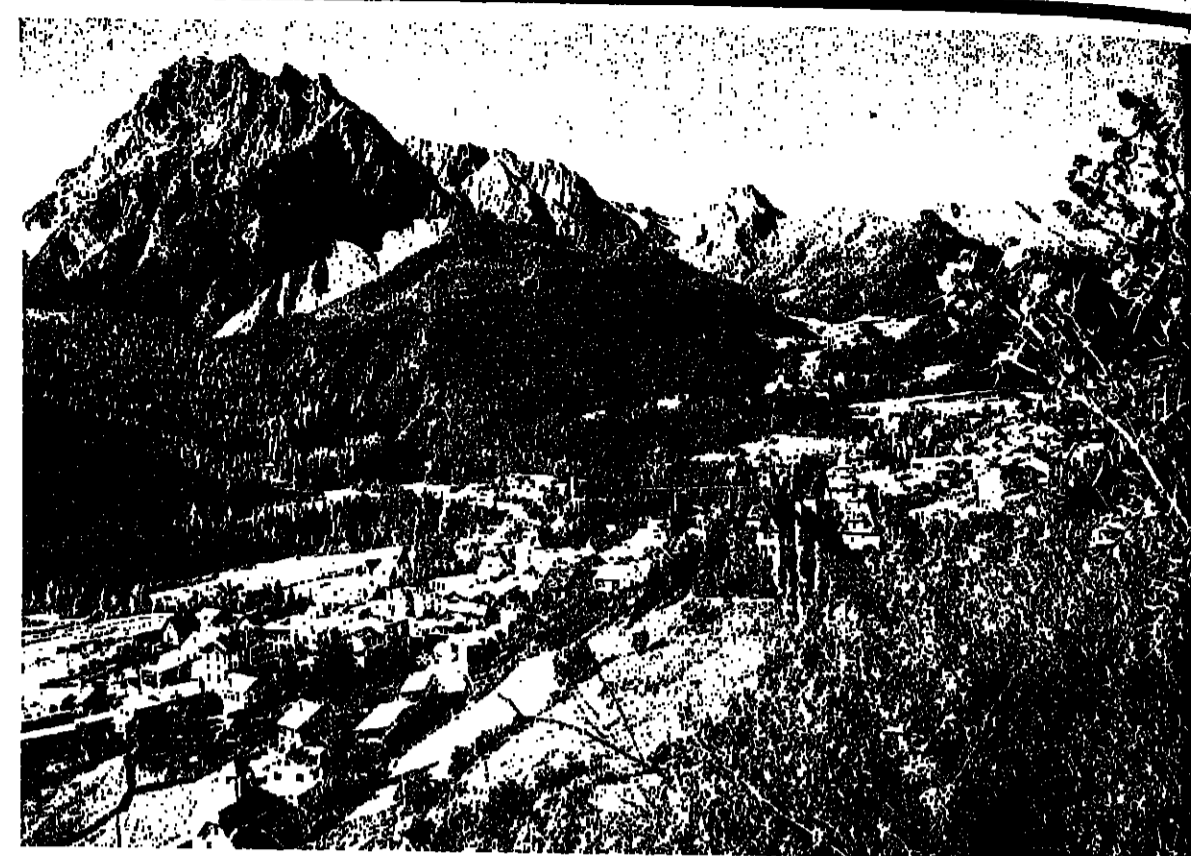
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Clean prompt & polite

David Gross analyses the Swiss national character.

THE SWISS LIKE to tell this story against themselves: The Almighty was feeling mighty tired by the first Friday afternoon, as He looked down on His creation. During His final tour d'horizon before the Sabbath, His eyes lighted on charming little Switzerland, with its towering white mountains and verdant valleys, with its milk-chocolate coloured, plump kine chomping in the lush meadow He had turfed on Tuesday and, feeling thirsty from His labours, bent down to ask a sturdy Swiss cowman if He might have a cup of milk.

"Certainly, my Lord," Hans replied, handing up a cup, "That will be 75 centimes, please."

But then the Swiss will tell you that the milk would have been full cream, the cup clean, the service prompt and polite and that the price hasn't really gone up so much since those days. Swiss tourism officials boast that their country provides the visitor with security, service and quality.

With inflation in double figures throughout most of Western Europe, Swiss hotels have not raised their rates for five years. This of course implies that for some time they may have been too high and the Swiss National Tourist Office is at pains to point out that now they are very reasonable.

For several decades tourists have been flocking to Switzerland without any special inducements beyond its natural beauty, temperate climate, the civility of its people and its quietude as a veritable cloister in a war-



ravaged Europe. The Swiss authorities failed to halt the hooks to catch their share of the latest rapid rise in popular tourism throughout the world.

Now the attitude has changed and the National Tourist Office, making valiant efforts to prove that Switzerland is not as expensive as is generally assumed, travel experts have come out with several gimmicks that could prove attractive even to Israel with the exchange rate not reaching IL14 per Swiss franc.

These include family excursions, moving at will by hired car or train; innumerable planned itineraries at a wide range of accommodation standards; sports and vocational activities for the active; special facilities for children; all-in entertainment at

hotels or rented apartments or chalets in various holiday resorts.

Under the Swiss Travel Invoice, a pre-paid, all-in but free-to-use scheme arranged by Swissair and the Swiss Tourist Office, one spends one's first night in Switzerland at the hotel of one's choice and is free to decide the following morning whether one wants to stay put or continue, by third car or by train, bus or boat to another town. The receptionist at your first hotel will book your room for that same night at any of the 180 other hotels at various grades in the Travel Invoice plan. And so on throughout your tour.

It is quite sufficient to know the grade of hotel to know the sort of service to expect. These are standardized throughout Switzerland, and whatever the rating — luxurious and old-world such as the Hotel Royal-Savoy in Lausanne (80 Sw. Fr. per person, double occupancy, bed and breakfast); comfortable and friendly as the Station Hotel in Schaffhausen (40 Sw. Fr.) or pension-style like the Alpine at Grindelwald (30 Sw. Fr.) — one can be sure of cleanliness and courtesy.

But one must be aware of expectations, and here again the Swiss may mean but they are more exact than most: The Tourist Office brochures advise the visitor that it is better to telephone from the post office and change money at the bank, than to do either at your hotel. Did I say the Swiss are exact? Well, one certain hotel has a television set in one's room for an extra three francs a night — or 20 a week!

Interurban travel is easy and roads are good and well-maintained and there is little chance of being stranded. The Swiss go in for smallness and there are no giant crime-breeding conurbations — the largest city, Zurich, has a population of only 300,000. Indeed, each settlement is a model of distance of its own.

The railways, in particular, are an excellent means of transport. The network is state-owned and so good is the service that it is so frequent, fast, ubiquitous and comfortable — that the Federal Railways less Sw. Fr. 600m. a year.

On one occasion on a recent journey through the Bernese Alps, a freight car had over-



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كنا من الاصل



Natural beauty

Many visitors to the U.S. stay in the cities and miss such scenes as Cypress Gardens in Florida (left) and the Grand Tetons in Wyoming.



The Rialto in Venice.

Car Ferry

Phyllis Krasilovsky

A "NO FRILLS" car ferry cruise between Israel and Italy is an interesting sociological experience. It is also much cheaper and far more restful than a luxury cruise. There are fewer ports to stop at and no one dresses for dinner. The Espresso Livorno of the Adriatic Lines, which goes from Venice to Haifa in four nights, is an interesting cross between a freighter and a cruise ship. There are two dormitories; one like a first-class European train with two-hundred upholstered double seats, one like an airplane with recliners. Both are usually cluttered with young people playing cards or in various stages of repose. Upper decks contain well-equipped staterooms which are decorated with pleasant wallpaper. In all, the ship's capacity is eight-hundred passengers. Restaurant facilities include a small dining room for five-course, properly-served meals. (\$8.50) A self-service cafeteria is in a large combination dining room/lounge where most passengers spend their evenings. The food there is reasonably-priced, though an orange or a salad costs as much as soup. (40¢). Spaghetti (80¢) with tomato sauce is the most popular fare. Most trip-repeaters bring their own food and supplement it with 25 cent cups of tea or coffee. The scene in the cafeteria lounge resembles a public room in a kibbutz, partly because the majority of passengers are Israelis. While Europeans far outnumber Americans in summer, many of the passengers are international students who spend their evenings dancing to tapes at the pool-side bar. The Venetian departure is a visual bonus because all the wonderful buildings and canals seem to pass backwards in review like a final reminder of the city's beauty. The tolling bells in the campanile move back and forth like part of an animated display. On the second morning, the ship makes slow progress through Greece's Corinth Canal. For almost three hours towering cliffs are just a few yards away on each side. A small tug boat pulls the ship, but the captain and his officers can plainly be seen scrutinizing the action. The village of Corinth looks flat and white with blue-shuttered houses framed by distant mountains; a small outdoor cafe with wooden tables and chairs is shaded by pink roses and olive trees. It is like a miniature Greece. At Cyprus, cab drivers take passengers to Limassol for two dollars apiece, but the cafes and discotheques are the only bright spots on the disappointingly modern island. Some trip-repeaters complain that "in the old days there were many more interesting stops," but, judging from the blissful expressions of reclining sunbathers, relaxation has top priority in everyone's travel plans. □



Choir performing in Athens.

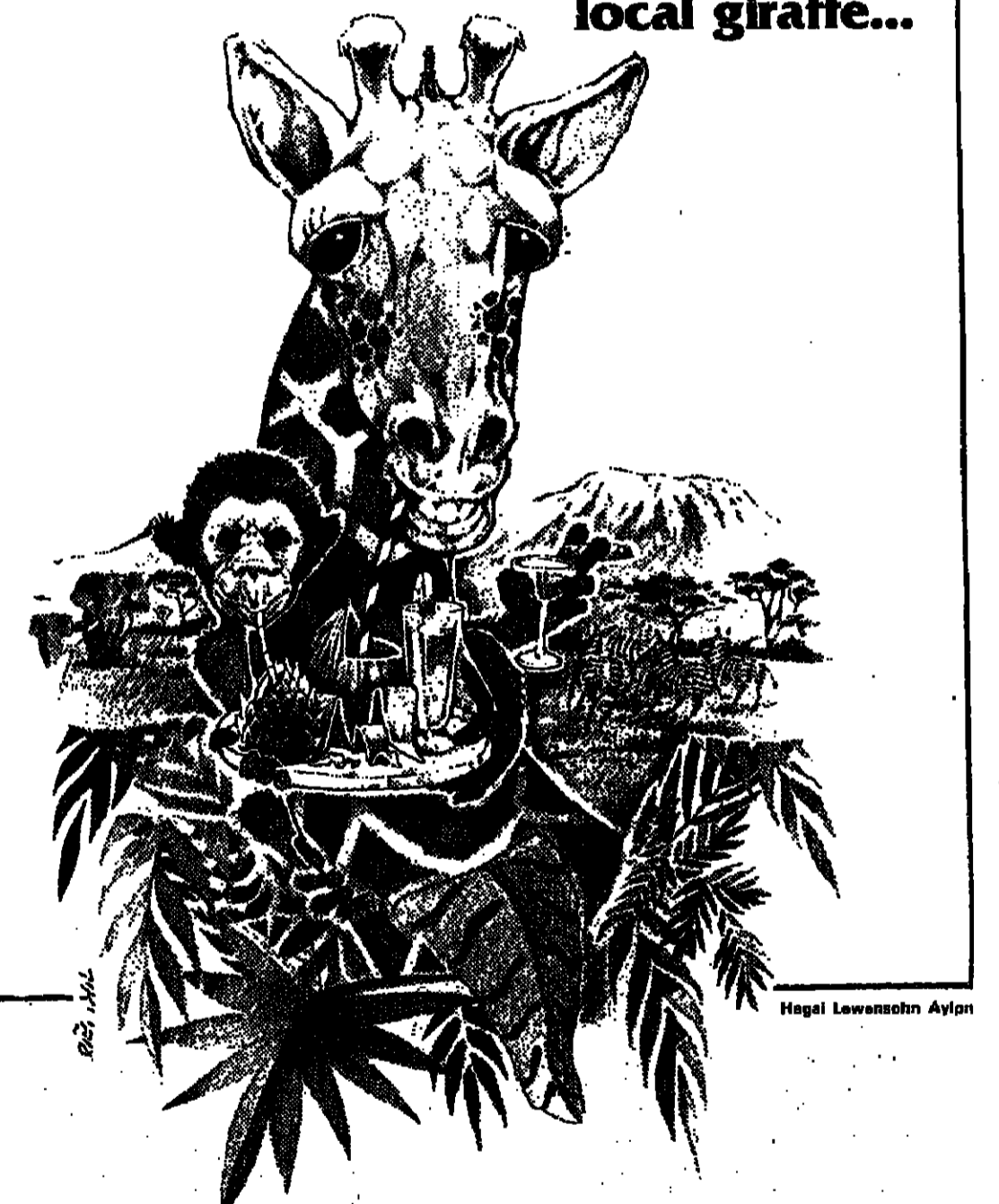
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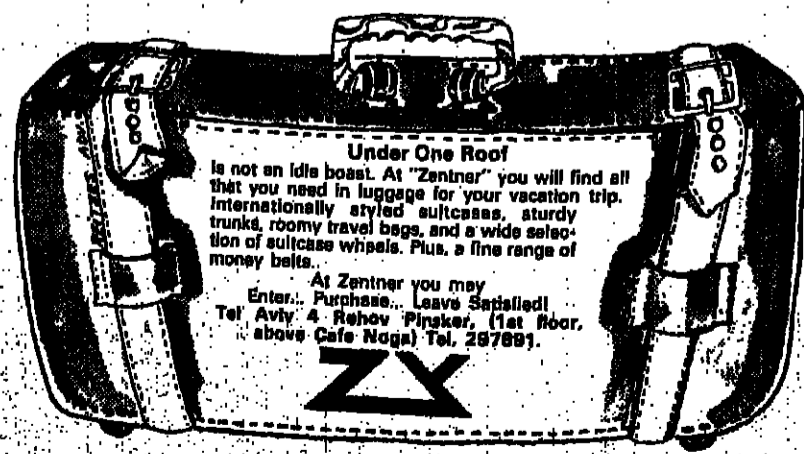
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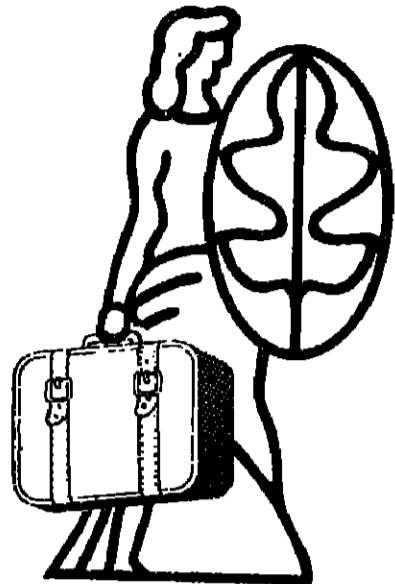
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(* I.D.P. only).

Elsewhere in Europe, a valid national licence is recognized, although most car hire firms will accept only an international permit.

In the United States, to preclude language difficulties, the AAA strongly recommends that all visiting motorists hold an I.D.P. together with their valid national licence.

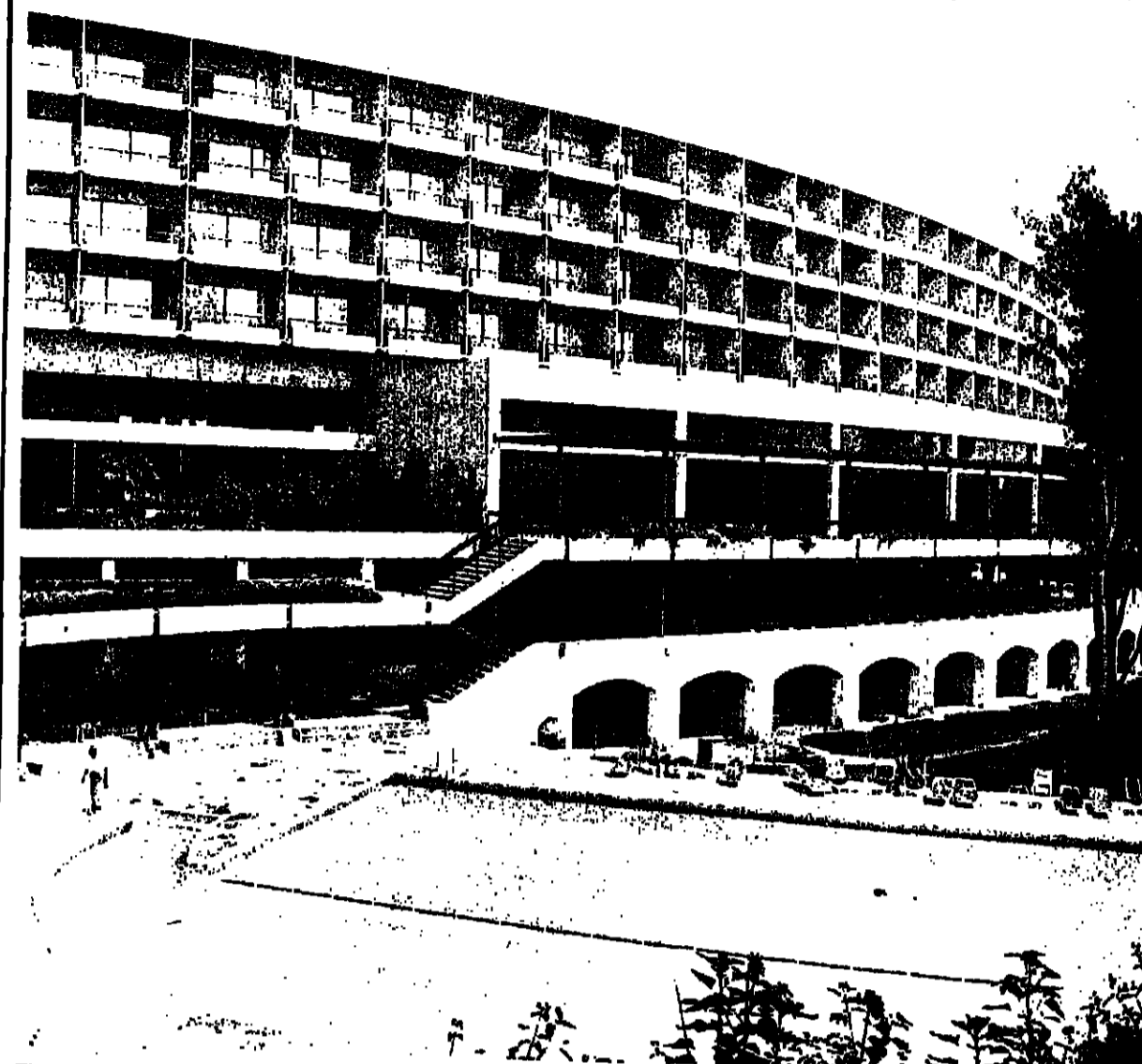
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The Corfu Hilton, with balconies overlooking one of the hotel's two seawater pools.

Green Island in the sun

Helen Rossi learns how to gamble in Corfu's plush casino.

CORFU IS GREENER, the flowers are bigger and the fruit sweeter, at least that's what every true Corfiote will tell you as soon as you are introduced.

This was not part of my thinking when I readily accepted an invitation for a long weekend on this famous Greek island. The very mention of Corfu produces a pageant that one can so readily weave around its 3000 years of recorded history.

All of the conquerors left an imprint on the island and especially on its main town — Corfu. The old part of the town has very narrow streets like those in many Italian cities, as well as the stately arcades of Venice. There is something of the Moors in the churches and the large villas — that is those few that have not yet been turned into modern hotels. And the British — they left behind a cricket field on the village green and every Saturday afternoon cricket is still played there.

And there is a synagogue pressed in between two old buildings in the old part of the city. Unfortunately our guide could not find the man who held the key so we could only peer in through the window. There were something like 15,000 Jews in Corfu before the Nazis came and took them

away. Only 80 returned.

Hosts for our long weekend were the Greek Ministry of Tourism, the Corfu Hilton and Olympic Airways. The flight from Ben-Gurion airport to Athens is just an hour and forty minutes and the flight on to Corfu (from a different airport) three quarters of an hour.

CORFU IS green and the whole island is covered with beautiful olive trees. Olives and olive oil are the island's main export crop. But here the villagers are facing the same problem, a problem afflicting villages everywhere. The younger generation is off to serve in the many hotels that now cover the island. A partial solution to the lack of hands for olive picking has been solved by placing large nets under each tree and waiting for the olives to fall into them.

Tourism has made remarkable gains, not only at Athens and the other Greek Islands, but Corfu in particular. The island is now covered with every type of accommodation from the top luxury class to cabins with wailing facilities. The Ministry of Tourism has issued a list with all the various types of hotels. Rooms in private homes are also available.

The fifth floor of the Corfu Hilton in a room overlooking the sea was a perfect place for my long weekend. The weather was perfect with no need for air-conditioning (it's there if you want it) and — wonders of wonders — the hotel's room radios were out of order so that we spent three blissful days out of touch with what was going on in the world. Even the TV screen did not tempt us — we never even found out where it was located.

Food was good but what was unusually attractive were the number of hors-d'oeuvres served as a first course. Each dish was a delight and what with the delicious country style bread they serve on Corfu, these dishes could easily have been a whole meal. I also had the best ice cream soda I've had in a very long time at the Hilton Poolside restaurant.

Dinner at the hotel's banquet table is quite unique, for built into the large, highly polished mahogany tables are grills. At first you just think these grills are part of the beautifully set and decorated table. But when large platters of raw meat (various cuts) and sausage are brought in and the grill begins to warm up, you fall in with the do-it-yourself atmosphere.



Former palace of Franz Josef, Corfu's gambling casino.

It's a wonderful conversation as everyone gets friendly and which cut you want and how much it be done. Hilton manager Edward E. Brack says the idea was borrowed from the Swiss formula, but the Corfu Hilton's variation is completely original.

LAIRPIN BENDS, ever so dangerous curves are the rule as we travel the length and breadth of this scenic island. Sometimes you think it is just too picturesque to be real. But it's beautiful and it's very real. The drivers have a system going around these dangerous bends. They start banking way above their next dangerous bend and oncoming traffic politely waits at a reasonable point.

Trips is one of the Island's night spots, doing a rousing business from the charter flight guests. Food is good, served in tavern style with all the hors-d'oeuvres of course. But even though we know our forefathers had it that way, we were a bit taken back to have a whole little lamb, roasted on a spit, brought to table and carved up in front of us.

IT WAS MY first time ever in a real Casino and though I really would have loved to play — it all seemed much too complicated for me to take in at one sitting. As they say around here "I didn't catch on to the principle."

The Casino is housed in a stately mansion that was built by

Austrian Emperor Franz Josef for his wife. It was completely run-down when the company got the concession from the Greek Government to turn it into a casino. The contract stipulated that they were to renovate and return the palace to its former glory. While they did at a cost of over a million dollars. The upkeep is also part of the casino's responsibility. The Casino is by

foreign passport only and the men must wear ties and jackets. The atmosphere is hushed and decorous. I watched a beautifully dressed and groomed lady play steadily at one of the tables. She seemed to know exactly what she was doing and never batted an eyelash whether she won or lost.

We kept hearing the story of an Israeli who lost 5,600,000 drachmas at the casino in Rhodes. The manager of the Corfu casino put us straight. The Israeli did not lose he said — he won.

The Greek Government takes 80 per cent of the income and the company running the outfit has to cover all expenses with the remaining 20 per cent. Nobody seems to be complaining. Ministry officials admit that they make a lot of money on the casino deal.

ATHENS was jammed when we stopped over in the town on our way back. Greece, they say, has nine million inhabitants and half of them live in Athens. Traffic along the main avenues crawled along at snail's pace. We thought this was because all the heads of state of the nine members in the Common Market were descending on Athens. But the Athenians assured us that this was normal practice for the city. Athens did look gay with all the flags of the Common Market countries up on every lamppost.

Greece has made a colossal leap into the tourist market. They have almost cornered it for the moment reporting 5.8 million tourists during the past year. Athens has new hotel buildings on every street corner. It has every type of accommodation from the top Hilton to just simple cabins with just room for a bed and meagre services.

The beaches of Corfu are still clean with hardly a ship to disturb. □

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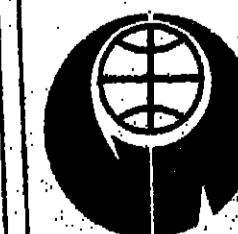
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AUSTRIA HAS so many attractive areas and pleasure centres that could easily take up a stay of not a few days, but several weeks.

Of course, the magnet for most visitors, first and foremost, is the country's beautiful capital Vienna. Its famous coffee houses are set amid one of Europe's oldest cultural centres. Vienna has seven concert halls, two opera houses, 11 theatres and 13 other stages.

The city boasts some of the finest samples of architectural monuments in Europe. St. Stephens Cathedral, Schonbrunn Palace and the Imperial Palace, to mention but three of the most popular.

Vienna alone has nearly 20,000 hotel beds, almost equal to that of all Israel; half are in the top category. After taking in all the delights of the blue Danube city, tours to the Vienna Woods, to Burgenland and Wachau, are all an integral part of the visit to the Austrian capital.

THE DELIGHTS of Salzburg, of Innsbruck and the entire Tirol, are more than enough for the average visiting Israeli. But more and more visitors to Austria are discovering that it is virtually "a paradise on skis" — year round.

Kaprun/Kitzsteinhorn, near the Zellam See summer vacation centre, is a mountain resort which is connected by Austria's cable car



The Vienna city hall rises above the treetops to create a fairy-tale effect. (Austrian Tourist Office)

to the Kitzsteinhorn, 3,089 metres above sea level. Here there is a ski training centre and a glacier way. Between April and mid-December there are reduced rates. Kaprun, which offers ample accommodation, has both indoor and outdoor swimming and numerous indoor sports.

Badgastein is not only one of Austria's most attractive spa resorts but also the country's most delightful area. Although its worldwide reputation is based on its curative thermal springs, Badgastein is now also known for its congress and convention centre which has led to the creation of modern and attractive tourism facilities.

In summer there is a host of outdoor activities including golf, swimming, rambling and mountaineering, not to speak of the excellent winter ski areas of Stubaikogel, Graukogel and Sportgastein.

Salzburg, undisputed as one of the world's most beautiful cities located among the snow-capped peaks of the Alps, remains one of Austria's most important centres. It is more than a mere shrine to the cultural arts but also offers all holiday amenities and although it is mostly famed for winter sports it makes an excellent starting point for numerous tours of the area.

Of course, Salzburg is world-famed for its annual music festival which attracts music-lovers from almost every country.

For those seeking the rustic life, and reasonable rates, an Austrian holiday should include a stay at an inn or guest house in a mountain village such as Hallstatt. (Camera Press)



For those seeking the rustic life, and reasonable rates, an Austrian holiday should include a stay at an inn or guest house in a mountain village such as Hallstatt. (Camera Press)

tram or coach. Food and drink is an integral part of the Austrian way of life and lovers of good coffee will enjoy the famed Vienna Coffee houses. The basis for the good coffee is the pure mountain water and whether in an exclusive restaurant or a wayside cafe, the coffee always tastes good.

Austria is best-known for its Jause, one of its delightful gastronomic traditions, usually taken between 4 and 5 p.m. The tourist should go to a Heurigen tavern, licensed to serve wine from vines grown by the owner.

Austria still boasts a wide range of excellent meat such as veal and venison and of course schnitzel. A good tip is to seek out family-run restaurants or pensions. The service and food in these well-run places are difficult to equal.

Austria is served by both El Al and Austrian airlines with flights offered every day of the week. □

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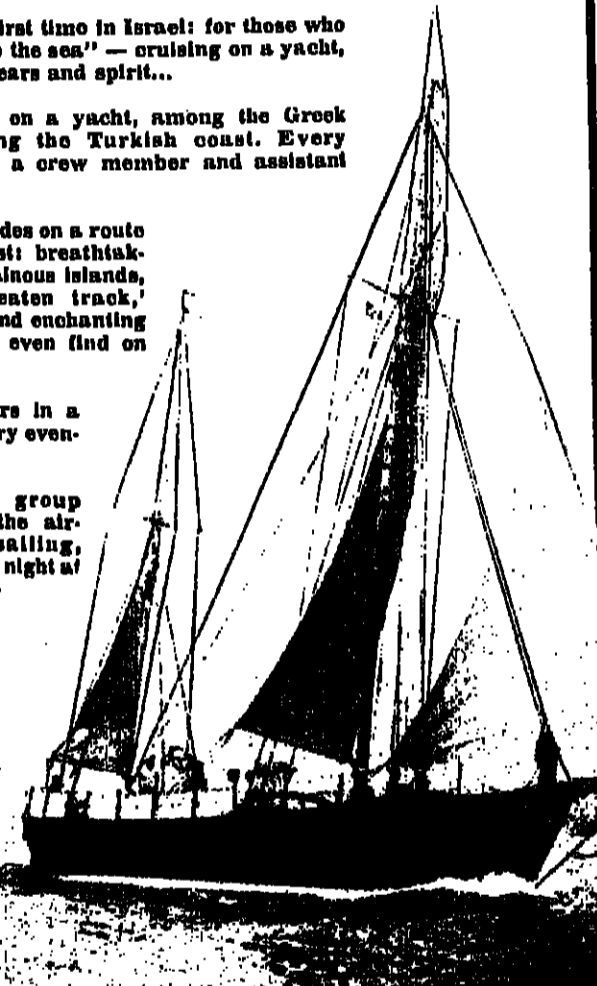
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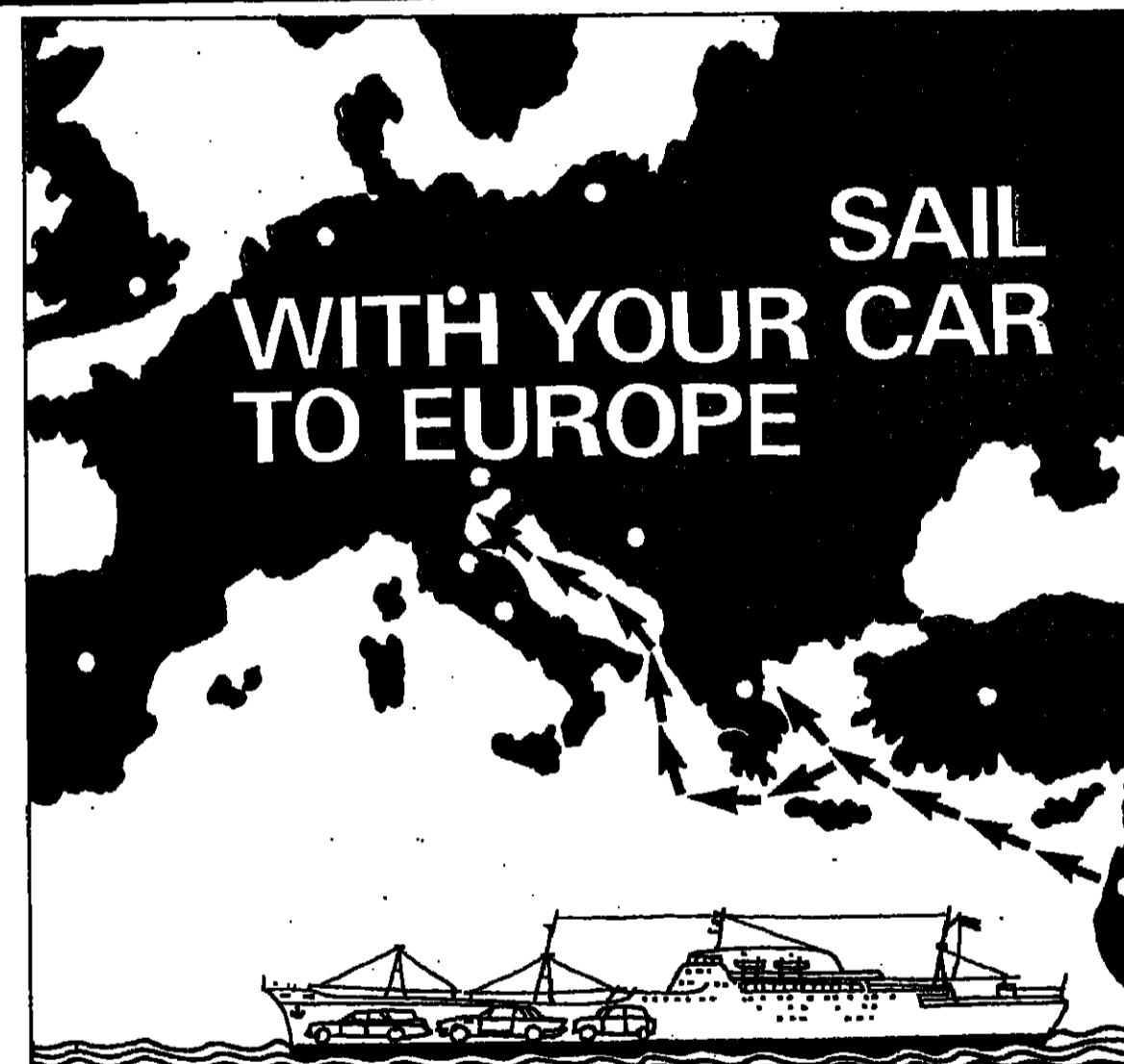
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